National Urban and Community Forestry Advisory Council
2004 Challenge Cost-Share Grant Program

October 2003

URBAN FOREST PROJECT FUNDING OPPORTUNITY
Request for Pre-Proposals

The National Urban and Community Forestry Advisory Council (Council) serves to advise the Secretary of Agriculture on the status of the nation's urban and community forests. The Council seeks to establish sustainable urban and community forests by encouraging communities of all sizes to manage and protect their natural resources for this and future generations. Through its competitive Challenge Cost-Share Grant Program, the Council supports urban and community forestry activities that have national or widespread significance in their impact or application. A listing of the previously funded projects can be viewed at **http://www.treelink.org/nucfac/.**

Definition of Urban and Community Forestry: The art, science, and technology of managing trees, forests, and natural systems in and around urban areas for the health and well being of communities.

PROGRAM OVERVIEW

Available Funding: Approximately $1 million in grant funds will be awarded through the 2004 Challenge Cost-Share Grant Program. Grants of any dollar amount, up to the $1 million dollar limit, will be considered. Up to twenty-five percent (25%) of the 2004 Challenge Cost-Share funding is available for activities that support the Council's interest in reaching and supporting underserved populations.

Eligible Applicants: Any non-Federal organization, operating within the United States or its territories, may apply for a Challenge Cost-Share grant. Collaboration with Federal agencies is encouraged; however, a Federal agency may not receive funding through this grant program. (Conflict of interest issues will be addressed appropriately.)

Matching Requirements: All grant funds <u>must</u> be matched at least equally (dollar for dollar) with non-Federal source funds. This match may include in-kind donations, volunteer assistance, and private and public (non-Federal) monetary contributions. All matching funds must be specifically related to the proposed project. The source of matching funds must be identified and grantees must comply with all applicable Federal regulations.

Administration: Upon Forest Service review of the Council's recommendations for funding, the selected projects will be awarded as Federal Financial Assistance grants by the USDA Forest Service and as such will be subject to the appropriate federal rules, regulations, and reporting requirements.

Application Deadlines: Pre-Proposals must be **received** (not just postmarked) by December 9, 2003, and will be reviewed by February 13, 2004. Finalists who are asked to submit more detailed, full proposals will have until March 23, 2004, to do so. Full proposals will be reviewed and selections made by June 11, 2004. The USDA Forest Service will award the successful projects as Federal Financial Assistance grants no later than September 30, 2004. *NOTE:* Successful applicants will receive formal notice of their grant award from the USDA Forest Service late in the Federal fiscal year (July 1 - September 30, 2004). Consequently, grantees may not begin their projects until official notice of the grant award.

Grant Period: Grantees will be given up to three years to complete their projects. The grant period begins when award letters are issued by the USDA Forest Service.

Grant Writing Assistance: There are various internet sites that provide valuable grant writing tips and guidance for developing competitive grant proposals. Two in particular are the Catalog of Federal Domestic Assistance website at http://www.cfda.gov then select "Writing Grant Proposals"; and at the TreeLink website at http://www.treelink.org/grants/.

Inquiries: All questions regarding the program should be directed to Suzanne M. del Villar, Executive Assistant to the Council, at (909) 585-9268 from 7:00 a.m. to 5:00 p.m. (Pacific Standard Time).

SELECTING A GRANT CATEGORY
A project may only be submitted in one category and will only be considered in the category identified on the Pre-Proposal Cover Sheet (page 8).

Category 1 is for proposals that will produce projects/materials focused on, and targeted to, minority and underserved populations and the urban and community forestry issues that specifically relate to these populations. Category 1 is for underserved population applicants (especially from minority organizations) in its continuing search for increased diversity in its pool of proposals and applicants. The Council strongly encourages minority applicants to apply under this category and the others. Remember that Category 1 is for proposals targeted **to minority or underserved populations and related issues**. The applicant can be **either** minority or non-minority.

However, if you are a minority organization or institution (i.e. an Historically Black or Native American college or university) that seeks to do urban and community forestry work that is unrelated to minority populations or issues, then please submit your proposal in Category 2, 3, 4, or 5 as appropriate.

GRANT CATEGORIES
Pre-proposals addressing the categories described below will be accepted through the close of business on Tuesday, December 9, 2003. The pre-proposals must have national scope or widespread application, and include a clear, national distribution or outreach plan for the findings. Tree-planting, capital improvements, and/or projects that have only a local impact and applicability are not appropriate under this grant authority and will not be considered for funding. Urban and community forestry projects with a local scope of work should contact their State Urban and Community Forestry Coordinator for assistance in identifying funding alternatives at

the local level. The list of State Coordinators may be found at the following website:
http://www.fs.fed.us/ucf/Related_Links/UCF_State_coordinators.htm.

CATEGORY 1: Urban and Community Forestry for and with Minority and Underserved Populations

Priority: To increase the involvement of, and to improve the development and delivery of urban and community forestry programs to minority and underserved populations; to enlist a multiplicity of resource professionals in assessing the values, perceptions, and needs of our nation's growing multi-cultural population with respect to urban and community forestry; and to develop multilingual educational materials and culturally-relevant programs (including job training.)

Goal: To improve the involvement of minority and underserved populations in the development and delivery of urban and community forestry programs, and improve public and private services to minority and underserved populations.

Examples include but are not limited to: involving minority and underserved audiences in the development and delivery of urban forestry messages; improving public and private services in minority and underserved communities for purposes of improving economic, social, and environmental health; assessing the value of trees and forests to multicultural populations; improving the ratio of minority and underserved populations in the urban and community forestry workforce; improving minority or underserved recruitment into professional and para-professional urban and community forestry fields; developing and improving minority or underserved education in urban and community forestry; improving and increasing the number of outreach programs to minorities or the underserved in urban and community forestry; development of urban and community forestry educational programs and projects for at-risk youth; and a national assessment of the overall level of minority and underserved populations participating in urban and community forestry arena and workforce.

CATEGORY 2: Urban and Community Forestry Projects that Promote Livable Communities

Priority: Sustainable urban forest ecosystems provide tangible benefits of cleaner air and water, energy conservation, safer and healthier communities, and other products that increase the livability of our communities. Optimizing green space and natural systems are two key components in creating sustainable urban forest ecosystems. New design, evaluation, and management tools are needed to optimize the net benefits of sustainable landscapes in both urban and rural settings. Strategies are needed to reduce conflicts between trees and the built environment. Land development and city and small town revitalization can benefit from cost effective, environmentally beneficial green infrastructure principles and techniques.

Goal: To advance the emerging field of green infrastructure and sustainable development principles and methods as related to healthy urban and community forestry. To expand smart growth community designs, plans, and applications, and to incorporate urban and community forestry best management practices and applications. To communicate effectively to policy makers, engineers, architects, elected officials, and the community at large the linkage of sustainable urban and community forestry to pressing community issues: energy, water, air, homeland security, public health, and jobs.

Examples include but are not limited to: projects that incorporate urban and land-use planning into the green infrastructure; developing practices for builders/developers to preserve trees in new construction sites; connecting job opportunities and economic opportunities with urban and community forestry stewardship; building sustainable funding for urban forestry; quantifying the

value of tree preservation at development sites; ascertaining the value of urban and community forestry for State water quality rules; communicating the benefits of trees on transportation issues (roads, traffic, parks) to policy makers and engineers; and communicating the benefits of urban and community forestry on improving homeland security (i.e. energy, water quality and quantity, air quality, recreation, dams and watershed protection, bio-security, demarking building security).

CATEGORY 3: Communicating the Value of Urban and Community Forestry
Priority: Information, education, communication and technology transfer are key to improving support of urban forestry programs and empowering leaders and urban forestry professionals. Informing communities about the social, cultural, economic, human health, and ecological benefits of urban and community forests as part of a long term communications strategy is necessary for the development and preservation of our urban and community forests.

Goal: To increase communication concerning the benefits of the urban and community forest.

Examples include but are not limited to: developing a national method to communicate research findings between researchers and users; improving communication and partnerships between the green industry and local municipalities; developing an assessment of the potential market that municipalities represent to the green industry; developing public awareness tools for multi-cultural audiences; implementing the next phase of the "Plant Trees" public awareness and education campaign; and creating information on the value of urban and community forestry for leaders to use locally.

CATEGORY 4: Creative and Innovative Urban and Community Forestry Research and Technology Development
Priority: Develop new knowledge about, and transfer understanding of, urban and community forest ecosystems, their components, structure and composition, and the relationship with social and environmental needs. There are many gaps in the applications of research findings, thus a high priority is placed on research that has a well-defined plan for communicating the findings to the practitioners and projects that emphasize partnerships between researchers and commercial tree or landscape companies.

Goal: To improve our knowledge about the many components and interactions within the urban and community forest ecosystem.

Examples of research include, but are not limited to, energy conservation, social benefits of trees and forests, improving tree adaptation and longevity in urban plantings, urban soils, tree biomechanics (e.g. defects, structural failures, mitigation), tree maintenance (e.g. pruning, structural support), ecosystem management (e.g. management of invasive species, watershed management) tree / pest interactions (e.g. influence of cultural practices on tree defenses), invasive insects (e.g. emerald ash borer, Asian longhorned beetle), worker safety, and tree inventory systems.

CATEGORY 5: Cost-Share Study and Instruction Guide
Priorities: 1) Conduct a study to determine the overall interest of local government entities across the US to participate in a cost share grant program aimed at placing urban foresters in cities and towns, and the ability of these cities and towns to support an urban forester in the long term. 2) Develop an instructional guide for communities interested in hiring an urban forester.

Goals: Issues to be addressed in the study and/or guide may include (but are not limited to): determining the number of urban foresters available for employment, the qualifications sought by local government entities for the position of urban forester, the background (education and experience) of currently employed urban foresters, the job duties of currently employed urban foresters, an assessment of communities most likely to hire an urban forester, salary ranges (by region or state) of urban foresters, how communities should proceed to hire a qualified urban forester, possible job descriptions for communities looking to hire an urban forester, and elements of a successful cost share grant program given study results to encourage communities to hire urban forestry professionals.

APPLICATION PROCEDURE

All application materials should be submitted on white 8.5" x 11" paper. **Please do not enclose pre-proposals in folders or binders** (staple in the top, left hand corner of each copy) and do not include unsolicited material as it will be removed and destroyed. Pre-proposals are restricted to a pre-proposal cover sheet (page 8) that includes a project summary not to exceed 100 words, a two-page (**single spaced, Times New Roman font, 12-point type, 1" margins**) narrative (see selection criteria on page 6), plus a one-page budget (following sample budget format on page 7).

NOTE: Any narrative over two pages in length or not formatted as noted above will be returned without consideration.

To apply, send ten (10) copies to:

Via U.S. mail	**Via overnight delivery***
Suzanne M. del Villar	Suzanne M. del Villar
Executive Assistant to NUCFAC	Executive Assistant to NUCFAC
US Forest Service	US Forest Service
P.O. Box 1003	132 Moreno Avenue
Sugarloaf, CA 92386-1003	Sugarloaf, CA 92386

*Note: If using USPS Express or Priority mail service, please address to the P.O. Box address and waive the signature requirement or it will be returned to the sender.

PRE-PROPOSALS MUST BE RECEIVED (NOT JUST POSTMARKED) BY 5:00 P.M. PACIFIC STANDARD TIME ON DECEMBER 9, 2003. *Pre-proposals received after December 9, 2003, will be returned without consideration.* Full proposals (if requested) must be received by 5:00 p.m. on March 23, 2004. *No facsimiles or e-mail submissions will be accepted.*

NOTE: Refer to the enclosed "Application Procedure Check-Off List" (page 7) prior to submitting your pre-proposal. Any pre-proposal that does not meet all the application procedures will be returned without consideration.

SELECTION CRITERIA
Proposals will be evaluated on how well they address each of the following criteria and the priority of each category. Arrange your narrative to correspond with the numbered items listed below. Proposals that do not include all of the requested information will not score well in the evaluation process.

1. Scope and Applicability
Describe how your project addresses the intent of the category. Identify the project's objectives. Identify your national target audience. Identify what specific types of other national organizations may benefit from your project (level of government, private business, non-profits, the green industry, and/or educational institutions) that can utilize your findings/product. Prior to submittal, applicant should perform a literary search to ensure that the project is original and a direct benefit to the goal of the category.

2. Organization/Methodology
Describe the steps that will be performed to reach the desired goal. This includes, but is not limited to, the clarity of the proposal and effectiveness and efficiency of the project's methodology.

3. Product
Provide a detailed description of the deliverable product(s) and identify the recipients. How will they be disseminated? How many will be produced? Will there be a fee to receive a copy of the final product(s)? If so, what will the fee be? If not, how many will be provided free?

4. National Distribution/Technology Transfer of Your Findings
Every successful grant project should have a comprehensive plan to distribute the results to those who will benefit most from the findings. Ask yourself; does the distribution plan of your findings reach the target audience? For example, if your project is on the psychological effects of trees on residents in nursing homes, how will you distribute your findings to nursing home developers and administrators across the country?

5. Project Evaluation
Describe how your project will increase the public's knowledge of the importance of urban and community forestry. What criteria will you use to judge the success of your project in regard to heightening the public's awareness of the importance of urban and community forestry?

6. Experience/Personnel/Adequacy of Resources
Describe the experience and training in the fields relating to the project and any other qualifications that pertain to the quality of the product. Provide past experience with similar projects. Are adequate resources (e.g., personnel, facilities, equipment, supplies, time) available to carry out the project?

7. Budget and Funding
Be sure that costs are reasonable in relationship to the project's objective and scope. Use the Budget Sample (page 7) to create your budget sheet. *NOTE: The Federal dollars requested may not be used to purchase trees, plant materials, equipment with a cost of $5,000 or greater, or capital improvements to private property.* Please confirm that your math is correct.

SAMPLE BUDGET
NOTE: The Federal dollars requested <u>may not</u> be used to purchase trees, plant materials, equipment with a cost of $5,000 or greater, or capital improvements to private property.

Applicant: L&M Incorporated
Project: Develop and distribute tree care information in Arabic
Total Cost: $20,000

	Federal Funds (requested)	Non-federal Match Cash	In-kind	Total	Source of Matching Funds
Personnel*		3,000	1,200	4,200	L&M Inc.
Brochure layout	1,000	800	200	2,000	XYZ Design
Printing costs**	9,000	1,000		10,000	L&M Inc.
Distribution costs***		1,800	2,000	3,800	Green Foundation and local volunteers
Total Cost:	10,000	6,600	3,400	20,000	
		Total Match = $10,000			

*Personnel: 300 hours @ $14 per hour = $4,200
**Printing: 20,000 copies, 8-pages each, 4 color
***Distribution: copies will be sent to federal and state urban forestry coordinators and will be available on request to all callers for at least one year from date of completion.

APPLICATION PROCEDURE CHECK-OFF LIST

❑   Is your pre-proposal:
  - ❑ In Times New Roman font?
  - ❑ In 12-point pitch?
  - ❑ In a format with empty 1-inch margins on the top and bottom of the document and in the left and right margins?

❑   Have you formatted your narrative to match the numbered Selection Criteria (page 6)? Have you addressed all the criteria in your narrative and labeled each selection criteria accordingly?

❑   Does your budget reflect, as a minimum, a non-Federal match dollar-for-dollar?

❑   Does your budget follow the format of the sample budget (page 7)? Did you check your arithmetic? Do the columns total down and across?

❑   Does your pre-proposal contain the Pre-Proposal Cover Sheet (page 8), 2-page maximum narrative addressing all the Selection Criteria (page 6), and a one-page budget using the format given in the Sample Budget (page 7)? Do not attach unsolicited documentation to your pre-proposal as it will be removed and destroyed.

❑   Did you staple each copy of your pre-proposal in the top, left-hand corner? **Do not enclose your pre-proposal in any bindings or folders.**

❑   Did you include one original and nine copies of your pre-proposal?

❑ Have you arranged for the proper delivery service to insure that your pre-proposal will be received (not just postmarked) by 5:00 p.m. Pacific Standard Time on Tuesday, December 9, 2003?

NUCFAC 2004 Challenge Cost-Share Program
Pre-Proposal Cover Sheet

CATEGORY: (Select only <u>one</u>)

1. ___   Urban and Community Forestry for and with Minority and Underserved Populations

2. ___   Urban and Community Forestry Projects that Promote Livable Communities

3. ___   Communicating the Value of Urban and Community Forestry

4. ___   Creative and Innovative Urban and Community Forestry Research and Technology
           Development

5. ___   Conduct a Feasibility Study to Determine the Overall Interest of Local Government
           Entities Across the U.S. to Participate in a Cost-Share Grant Program Aimed at Placing
           Urban Foresters in Cities and Towns, and the Ability of these Cities and Towns to
           Support an Urban Forester for the Long Term.

PROJECT TITLE: _____

_____

NAME OF ORGANIZATION: _____

MAILING ADDRESS: _____

_____

PROJECT CONTACT: _____

PROJECT CONTACT'S: PHONE NO. _____ FAX NO. _____
                    E-MAIL   _____

Is this project is being developed to reach a minority or underserved population?___Yes ___No

Is this pre-proposal being submitted by a minority or underserved population
(owned/operated/directed) business, organization or college/university?   ___Yes ___No
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REQUESTED: $_____ + MATCHING: $_____ = TOTAL PROJECT: $_____
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___
Summarize the proposed project in 100 words or less.

REMINDER: **Submit ten copies of your pre-proposal.**